

Pengaruh Kualitas Produk, Harga, Brand Image dan Promosi Terhadap Keputusan Pembelian Susu Ultra Milk di Semarang

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas produk, harga, brand image dan promosi terhadap keputusan pembelian. Objek yang dipilih pada penelitian ini adalah Ultra Milk (PT. Ultrajaya Milk Industri). Adapun sampel dalam penelitian ini ditentukan dengan metode Purposive Sampling yang kemudian di dapat sampel sebanyak 100 responden. Data pada penelitian ini diperoleh dengan metode kuesioner yang diisi secara mandiri. Analisis yang digunakan dalam penelitian ini menggunakan metode analisis Regresi Linier Berganda. Hasil dari penelitian ini membuktikan dan memberi kesimpulan bahwa: (1) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) harga berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) brand image berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Kualitas Produk, Harga, Brand Image, Promosi dan Keputusan Pembelian

The Influence of Product Quality, Price, Brand Image and Promotion on Purchasing Decision of Ultra Milk in Semarang

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ABSTRACT

The purpose of this study is to find out the influence of product quality, price, brand image and promotion on purchasing decisions. The object chosen in this study is Ultra Milk (PT Ultrajaya Milk Industri). The sample in this study is determined by purposive sampling method of which then obtained the number of sample as many as 100 respondents. The data in this study were obtained by the questionnaire method that filled in independently. The analysis used in this study is using multiple linear regression analysis method. The result of this research proves and give conclusion that: (1) product quality has a positive and significant influence on purchasing decision, (2) price has a positive and significant influence on purchasing decision, (3) brand image has a positive and significant influence on purchasing decision, (4)) promotion has a positive and significant influence on purchasing decision.

Keyword : Product Quality, Price, Brand Image, Promotion and Purchasing Decision